



**6<sup>th</sup> International Franchise Exhibition KEM 2004.**  
**January 30<sup>th</sup> –February 2<sup>nd</sup>, 2004**  
**Athens, Greece**

**Event Description**

Taking into consideration the numerous opportunities that exist in Greece for the development of franchising, the U.S. Commercial Service in Athens has partnered with the organizers of the 6<sup>th</sup> International Franchise Exhibition in Athens, Greece, to showcase U.S. franchises to the Greek market.

The annual KEM franchise exhibition in Athens has quickly become the leading franchise exhibitions in the world with significant year on year increases of exhibitors and attendees to the show. In 2004, this five star exhibition is expected to attract over 18,000 visitors and showcase more than 196 exhibitors, 92 of which are from outside Greece.

**Commercial Setting**

Over the last few years, the franchise market has recorded impressive results for international companies who have established operations in Greece. In particular, over 130 international franchise chains across all sectors of the franchise industry have been established in Greece, and are now enjoying some of the highest annual growth rates within the European Union.

Franchise outlets in Greece are increasing at an annual rate of 27% and today account for more than 3,000 individual stores. The reason for this rapid growth rate is in part the result of the high percentage of self employed workers in Greece which now accounts for more than 50% of the workforce, the highest in Europe. Welcoming the opportunity to manage their own business, entrepreneurs in Greece will again look to the annual KEM show as the key event with which to view and invest in new franchises. This exciting event is expected to be enhanced significantly this year as Greece will be hosting the 2004 Summer Olympic Games.

**Event Goals**

The exhibition aims to provide attending U.S. franchise firms with a high profile venue from which to promote their concept and find the ideal Master Franchise partner for the Greek market. The 6<sup>th</sup> International Franchise Exhibition KEM 2004 is expected to offer U.S. exhibitors a highly visible and prestigious environment with which to hold face-to-face meetings with successful entrepreneurs and investors from the Greek market.

**Event Scenario**

The 6<sup>th</sup> International Franchise Exhibition KEM 2004 will be staged at the Athens Exhibition Center from the 30<sup>th</sup> January – 2<sup>nd</sup> of February 2004. The U.S. Department of Commerce, in cooperation with KEM, will provide a special package for U.S. Franchise companies who will participate in the event. This package includes one-on-one matchmaker meetings with pre-screened appointments and a

special promotional program of press releases that will highlight the participating U.S. firms in leading Greek business newspapers and franchise publications.

### **Event Timetable**

The exhibition will take place from January 30- February 2, 2004. The operating hours of the event for public and trade visitors are:

FRIDAY: 18.00-21.00

SATURDAY-SUNDAY-MONDAY: 10.30-21.00

### **Terms And Conditions Of Participation**

Each exhibitor who is planning on participating in this year's event should complete the attached participation form and send it to KEM for confirmation. Once the application form and the payment deposit has been received, KEM S.A. will notify the interested party in writing, confirming all details of the company's participation including the stand number and location within the exhibition.

Note: The 50% deposit fee is due at the time of application to the event. The remaining balance must be paid in full by the 10<sup>th</sup> of December 2003. The participation fees are inclusive of the 18% V.A.T. in Greece.

### **Participation Cost**

The minimum space that can be acquired by an exhibitor is 12 m<sup>2</sup>. The standard participation fee for a 12 m<sup>2</sup> stand at this year's KEM 2004 is 7200 €. For U.S. companies *that are not currently represented in the Greek market*, KEM S.A. is offering a 50% discount. This substantial price reduction to 3600€ for U.S. firms, represents a compelling value for U.S. franchises interested in exploring opportunities in Greece. For U.S. companies interested in procuring additional space, the charge is 195 €/per additional m<sup>2</sup>.

The U.S. company participation fee includes the following benefits at no extra charge:

- A full-page color advertisement, dimension 23 cm (width) x 30 cm (height), in the exhibitor's catalogue.
- A full-page insert with the company's financial information and brief company overview, dimension 23 cm (width) x 30 cm (height), in the exhibitors catalogue.
- A promotional program of press releases in franchise magazines and business newspapers.
- One-on-one matchmaker meetings featuring pre-screened appointments with potential master franchisees.
- A stand with structure that includes, one desk, set of draws, 3 chairs, waste basket, separation, sign-board, carpet, electrical socket, 3 electrical spots for every 12m<sup>2</sup>, telephone for local calls and cleaning service.

## **Payment Procedures**

For finalizing the booking procedures, 50% of the total participation cost should be deposited to the bank account indicated below. The organizers will not allocate stand space to applicants unless the registration fee has been paid. The remaining balance must be paid in full by December 10<sup>th</sup> 2003.

**BANK:** EFG EUROBANK-ERGASIAS SA, ATHENS GREECE  
ACCOUNT HOLDER: KEM SA  
ACCOUNT NUMBER IN € 0026.0240.300200052846  
SWIFT CODE: EFGBGRAA

## **Application Form**

The KEM 2004 Application Form as well as the participation terms and conditions are attached below. Once the application form and the participation terms and conditions have been completed, please fax them to 0030 210 60 84 559 in attention of Mrs. Clarine Kalogeraki.

## **Contact Details**

For further information regarding the services provided to US companies wishing to participate in the 6<sup>th</sup> International Franchise Exhibition KEM 2004 of Athens, Greece, please contact the organizers, KEM S.A. or the U.S. Department of Commerce at the U.S. Embassy in Athens.

Mrs. Clarine Kalogeraki  
KEM S.A.  
Tel: 0030 210 60 84 550  
Fax: 0030 210 60 84 559  
e-mail: [info@kemexpo.gr](mailto:info@kemexpo.gr)  
<http://www.kemexpo.gr>

Mr. George Bonanos  
U.S. Commercial Service  
Tel: 0030 210 72 02 331-3  
Fax: 0030 210 72 18 660  
e-mail: [bonanos@mail.doc.gov](mailto:bonanos@mail.doc.gov)  
[www.buyusa.gov/greece/en](http://www.buyusa.gov/greece/en)



COMPANY NAME:.....

BRAND NAME:.....

ADDRESS:..... POST CODE:.....

CITY:..... COUNTRY: .....

e-mail:..... טלפקס:.....

TEL:..... FAX:..... TAX REGISTRATION No:.....

CONTACT PERSON:..... TITLE:.....

### *PARTICIPATION COST*

PRICE / m <sup>2</sup>		M <sup>2</sup>		VALUE		DISCOUNT %	SUB TOTAL	TOTAL
STAND	x	12	=	7200 €	-			
FOR EVERY EXTRA m <sup>2</sup> THE CHARGE IS 390 €	x		=		-			
<input type="checkbox"/> SHELL SCHEME STAND <input type="checkbox"/> SPACE ONLY STAND							TOTAL IN € (VAT included)	

- Full page advertisement in the exhibitors catalogue (23 x 30 cm)
- Full page general company information in the exhibitors catalogue
- Promotional program considering you register before the end of October

[illegible]

*KEM S.A.*

EXHIBITOR

*Signature & Company Stamp*



# PARTICIPATION TERMS & CONDITIONS

## ARTICLE 1

### THE EXHIBITION'S TITLE- ORGANIZATION

International Franchise Exhibition KEM2004 organized by KEM S.A. (specializing in trade shows and marketing) at the Athens Exhibition Center, 124 Kifisias Avenue.

## ARTICLE 2

### AIMS AND OBJECTIVES OF KEM 2003

KEM2004 was designed for the purpose of encouraging business activities and exchanges, between franchisors and investors and promoting franchise in general. The companies that will attend the exhibition will be companies that use franchising as a preferred method to expand their business internationally.

## ARTICLE 3

### Date and time of Exhibition

The exhibition will take place from the 30 January until the 2 of February 2004.

### OPERATING HOURS:

FRIDAY: 18.00-21.00

SATURDAY-SUNDAY-MONDAY:10.30-21.00

## ARTICLE 4

### COMMERCIAL TRANSACTIONS IN THE EXHIBITION'S AREA

KEM2004 is addressed strictly to entrepreneurs and investors who are willing and are able to invest in a business of such form. Thereby, the vending of products to exhibitors is prohibited.

## ARTICLE 5

### PARTICIPATION PROCEDURES & DEADLINES

Each exhibitor who is willing to participate in KEM 2004 should complete the special participation form and deposit the registration fee. Participation forms submitted 3 months before the exhibition's opening, will be placed on a waiting list pending space availability. KEM S.A. will notify the interested party by written confirmation of his application of participation approval alone with details regarding the stand and the area assigned to him.

In the case that the application for participation is not accepted, the participation fee will be refunded without any right of future compensation of any kind. By signing the participation form, the exhibitor accepts the terms and conditions and he is obliged to participate in the exhibition and in the area which was arranged by KEM.SA. Subletting or assigning the space rented to a third party, is prohibited unless it belongs in the same group of companies. KEM SA strictly reserves the right to accept or reject an application form.

## ARTICLE 6

### THE EXHIBITION'S TERMS AND CONDITIONS

The minimum space available is 12 m². KEM SA reserves the right to modify, assign arrange and decorate the area as required. KEM.SA also reserves the right to modify the dimensions of the exhibitions area and that does not constitute a right for the exhibitor to cancel his participation. The space rented by the exhibitor is available two days prior to the opening day. Necessary requirement prior to receiving the space is to have paid in full the agreed upon sum. **Necessary works such as decoration, installation etc must be finished by 12.00 noon of the opening day.**

**After the termination of the exhibition the stands should be dismantled by the 12.00 noon of the following day.** If the exhibitor is not present to receive the area assigned to him 48 hours prior to the opening date, then the space is considered to be available for anyone interested without any further notice. In case of damages by exhibitors or their representatives, verification and assessment would be made by KEM.SA and all expenses for repairs would be charged to the exhibitor. KEM.SA may also claim damages that are due to inappropriate conduct of the exhibitors and might

be contrary to the exhibition rules and regulations and/or inappropriate business ethics. KEM.SA may decide to assign a larger area for an exhibiting company depending on the needs and the conditions present, however the exhibiting company would be charged according to the contract

## ARTICLE 7

### FORCE MAJEURE

Should the exhibition or participation of one or more exhibitors from a certain country or territory be cancelled, curtailed or adversely affected by any cause not within reasonable control of the organizers, including but not limited to war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, Act of God or non availability of the premises for any reasons, the organizers shall be under no obligation to refund any of the sums paid by the exhibitor in respect of his participation in the exhibition as rent or for any other reason. The organizers shall be under no liability to the exhibitor or any other person in respect of any actions, proceedings, claims, demands, losses, costs or expenses which may be brought by the exhibitor as result of the factors mentioned above.

For the above mentioned reasons the organizers have the right to postpone or change the dates and place of the exhibition.

## ARTICLE 8

### SECURITY SERVICES

The security Service is responsible for the exhibiting goods during the dates of the exhibition 30 January – 2 February from 21.30 until 10.00 a.m. of the following day. During these hours the exhibition area (venue) will remain close and entrance is not allowed even to exhibitors. The exhibitor is allowed to undertake his own security measures during the assembly and dismantling period and also during the period in which the exhibition is not open to the public at his own cost.

## ARTICLE 9

### COMPENSATION FOR THE USING AREA/SERVICES PROVIDED

The compensation for the using area is determined by KEM.SA. In the compensation for the using area the following services are included:

**1.STANDS WITH STRUCTURE:** separation, sign-board, carpet (color chosen by KEM) electrical socket, 3 electrical spots of 100w for every 12 m², telephone (local calls), cleaning services, security (while the exhibition is closed) and a table with 3 chairs.

**2.STANDS WITHOUT STRUCTURE**

Telephone (local calls), cleaning services, security (while the exhibition is closed)

The exhibitors guide must contain information about the franchisor such as franchise fees, royalties' etc. All that information must be provided by the franchisor in a printed form supplied by KEM and must be faxed or e-mailed to KEM by 30/10/2003

## ARTICLE 10

### PAYMENTS PROCEDURE

Along with the participation form ,whether submitted within the deadlines or not, the potential exhibitor should forward a deposit payment to KEM.SA (according to the application form)The balance must be paid in full by 15/12/2003

## ARTICLE 11

### PARTICIPATION ACCEPTANCE

Application forms, submitted to KEM.SA are judged on their merits and are either accepted or rejected. In the case that the application has been rejected the applicator company is notified. Application forms, which impose conditions or restrictions, will be rejected. In case of an application rejection KEM.SA refunds the deposit and/or registration fee without explanation.

## ARTICLE 12

### EXHIBITOR CANCEL OF PARTICIPATION

Cancellation of participation from the exhibitor is accepted only by written notification submitted to KEM S.A. If written notification is submitted to KEM S.A. by the 30/7/2003 than the deposit made to KEM S.A. will be refunded however if cancellation is submitted to KEM S.A after the 30/7/2003 and

up to the 30/8/2003, than the deposit made will be retained by KEM SA. In view of the fact that written notification is submitted after the 11/9/2003 than the exhibitor is obligated to pay the amount in full as compensation for the space assigned. The same is applicable and for not participating for any reason. The above consequences do not exclude KEM.SA from giving the contracted space to another interested party.

In case of unforeseen circumstances that are beyond KEM S.A. control or fault of its own, the organizing company KEM.SA reserves the right to postpone the date and the place that the exhibition will take place within three months of the announced and scheduled date.

## ARTICLE 13

### PROMOTION

The exhibitor is allowed to promote his companies' brand name and/or subsidiaries listed on the application form only through his assigned space. Promotion advertising can be done through brochures and/or samples that are handed out free of charge to the visitors. Selling items of any kind or cooking or anything that creates odors is strictly prohibited. Advertisements/promotions, which are against the public interest or have moral or political message-notations or disturb the neighboring exhibitors, are prohibited. The use of KEM.SA logo or trademark is prohibited without prior approval of KEM.SA. Photo shooting, filming or videotaping by a third party of the exhibition area, is prohibited without the written authorization by KEM.SA. In short the above mentioned activities are under the final approval of KEM.SA

## ARTICLE 14

### EXHIBITORS GUIDE

The material and content of the exhibitors guide is the sole responsibility of KEM.SA. Printing and circulation is also decided by KEM.SA. The data on the application forms which will arrive at KEM SA by the 30/10/2003 will constitute the main material for the guide. Application forms which will arrive after the 30/10/2003 will be included in a supplement to the catalogue if KEM should decide to publish one. Accuracy of printed information supplied by exhibitors is their sole and exclusive responsibility.

## ARTICLE 15

### EXHIBITORS RESPONSIBILITIES – KEM S.A.

KEM.SA can not be held liable for minor modifications, alterations, defaults or deficiencies, that are due the responsibilities to the owners of the exhibition center. That may include services provided by the exhibition center such as restaurants, catering, telecommunications, etc. KEM.SA, is responsible for the safety and the security of the exhibiting items and stands **only** during the time period between closing and opening hours. During the construction and the tear down period, KEM.SA is not responsible for safety and security of the above mentioned or for personal injuries that may occur. The exhibiting company is solely responsible for the exhibiting items, stands ,etc during exhibiting hours. KEM.SA and its authorized personnel are the only ones responsible for checking and verifying the terms and making sure the conditions of the exhibition are properly maintained. Should KEM.SA notice any violation on the agreed upon terms and conditions reserves the right to discontinue the exhibitors presence without giving up its right to be fully compensated. Should that happened KEM.SA is not responsible for any damages, real or punitive that the exhibitor company may occur. Exhibitors of KEM2004 upon signing the declaration form of participation fully accept the terms /conditions and responsibilities and promise to cooperate in good faith. Any dispute between KEM.SA and exhibitor or any other party will be brought up in the courts of Athens, Greece.

DATE

KEM S.A.

EXHIBITOR

Signature & Company Stamp

Signature & Company Stamp